



MINUTES OF THE BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES, STATE OF CALIFORNIA

Violet Varona-Lukens, Executive Officer
Clerk of the Board of Supervisors
383 Kenneth Hahn Hall of Administration
Los Angeles, California 90012

All Department/District Heads

At its meeting held August 19, 2003, the Board took the following action:

8

Supervisor Burke made the following statement:

“On December 17, 2002, our Board adopted a revised County Strategic Plan that included a County Mission Statement, three new programmatic goals, revision of existing goals and supporting strategies which updated, focused and enhanced the Plan. The revised Plan was developed through the leadership of the Guiding Coalition, a group of twelve department heads, established at the request of the Chief Administrative Officer, who have come together in their shared commitment to promote effective strategic planning for the County of Los Angeles. The revised County Strategic Plan was endorsed by all County department heads.

“One of the supporting strategies in the revised Plan calls for the development of a Countywide Communication Plan to promote awareness of the County’s Mission Statement, ‘To Enrich Lives through Effective and Caring Service’, by ensuring that the public receives information on how County employees positively impact the lives of County residents each and every day. The Countywide Communication Plan would also serve to unify the County Communications Strategy employees in the overall County mission. At the direction of the Guiding Coalition, a Communication Strategy Action Team has developed a Communications Plan including recommendations for actions that will build public service commitment among County employees, and enhance the County image by communicating the positive daily contributions the employees make to the lives of County residents. The recommendations of the Communications Strategy Team have been endorsed by the Guiding Coalition.”

(Continued on Page 2)

8 (Continued)

Therefore, on motion of Supervisor Burke, seconded by Supervisor Antonovich, unanimously carried (Supervisor Molina being absent), the Board took the following actions:

1. Approved the simple County motto, "Enriching Lives" for use by all County departments and commissions in all communication mediums;
2. Required all County departments and commissions to use the County seal, and as appropriate the County motto, on all communication mediums, including employee badges, to be implemented as funds are available;
3. Required all County departments to display the County seal on the exterior entrances of all County facilities, and in all public meeting rooms and primary conference rooms, to be implemented as funds are available; and
4. Instructed the Chief Information Officer, the Interim Director of Internal Services, and the Chief Administrative Officer to identify and report back to the Board regarding a common County domain name for the County's Website and e-mail.

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Copies distributed:

Each Supervisor
Chief Administrative Officer
County Counsel